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Vol. 115 No. 11

Broadcasting Sep 12

Beware the telcos... NAB

President Eddie Fritts tells broadcasters that telephone companies are "working diligently" to enter HDTV and video businesses. **PAGE 30.**

HDTV demos... House

Telecommunicaitons Subcommittee brings several competing HDTV broadcasting systems together on

Capitol Hill to provide demonstration for members of Congress, administration officials, communications executives and media. At Association of Maximum Service Telecasters conference across town, Subcommittee's chairman, Ed Markey (D-Mass.), asks broadcasters to work quickly to make HDTV reality. **PAGES 30, 31.**

Opening statements... NAB radio executive

committee members Bill Clark, L. Lowry Mays and George C. Hyde Jr. discuss forces at work in radio as industry heads to NAB's Radio '88 convention. **PAGE 60.**

28/SOVIET INITIATIVE

Vice chairman of Soviet radio and television seeks to establish world production standard for high-definition television, calling some of world's engineering elite to Moscow to consider what might be done to establish such standard.

29/SEC CHARGES

Securities and Exchange Commission files complaint against Drexel Burnham Lambert Inc., alleging that investment banking firm and head of its junk-bond department, Michael Milken, violated securities laws.

33/EASTERN SHOW

Participants at Eastern Cable Show in Atlanta tell broadcasting industry they are not beyond telcos' reach.

37/NAB BLOCK PARTY

National Association of Broadcasters' four-day Radio '88 convention gets under way this week in NAB's backyard, with some 6,500 radio executives expected to attend. Complete agenda and lists of exhibitors and hospitality suites for Washington convention begin on page 37.

54/TOP 500

BROADCASTING's annual ratings survey based on Arbitron spring metro rankings finds adult contemporary format most popular programing choice among top 10 stations in top 50 markets.

65/BY PROXY

Proxy statement for upcoming shareholder meeting of Lorimar Telepictures Corp. says that suits to block Lorimar/Warner merger have been settled and that Lorimar chairman and CEO, Merv Adelson, will move ahead with plan for new company with Warner.

70/POLICY PROBE

FCC's proposals to allow "flexible use" and "negotiated interference" concepts attracts little support.

75/OFF THE BLOCK

GTG Entertainment's *USA Today* debuts with strong clearance numbers. But stiff competition from new shows entering syndication and some less than desirable placements in small but important group of markets could make *USA*s first year difficult.

'USA Today' anchors

76/RECORD BREAKER

The Cosby Show debuts in syndication Oct. 3, shattering all previous off-network program revenue records by hundreds of millions of dollars.

78/MORE GERALDO

Geraldo Rivera and Tribune Entertainment plan one hour weekly newsmagazine program—*The Investigators*—that would draw stories from ad hoc TV station cooperative.

86/TVRO TRADE SHOW

Satellite Broadcasting and Communications Association gathering in Nashville discusses business and politics surrounding growing home earth station medium.

111/REWRITING THE RULES

Quantel's Richard Taylor says that his business is really about rewriting way things are done in television and graphic arts.

DEPARTMENTS

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CPs[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject. Other congressional activity on HDTV included equipment demonstration on Capitol Hill (see "Top of the Week").

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) has begun work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable permanent site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS committee to test HDTV and ATV systems. Funding for center's first two years is being provided through $700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year with annual operating budget of $7.5 million. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as executive director of Cable Labs next fall.

Indecency

U.S. Court of Appeals in Washington has affirmed in part FCC's new tougher position on indecency. Court rejected arguments that commission's definition of indecency was unconstitutionally vague or that it suffered from overbreadth. But court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programming from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. But court said commission's explanation for reducing safe harbor was inadequate and said key to channeling rule is what "will most effectively promote parental—as distinguished from government—control." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed to be indecent.

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision. House-Senate conferees will take up matter this month when Congress returns from recess.

Another effect of court decision: FCC voted Aug. 5 to stay $2,000 fine for indecency against Media Central's KZKC-TV Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." FCC had levied fine June 23 by 2-1 vote. It was first time television station had been fined for indecency.

Other than KZKC-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

International Satellite

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals

and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission that more time will be needed to perform ATV system tests before spectrum needs can be determined.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

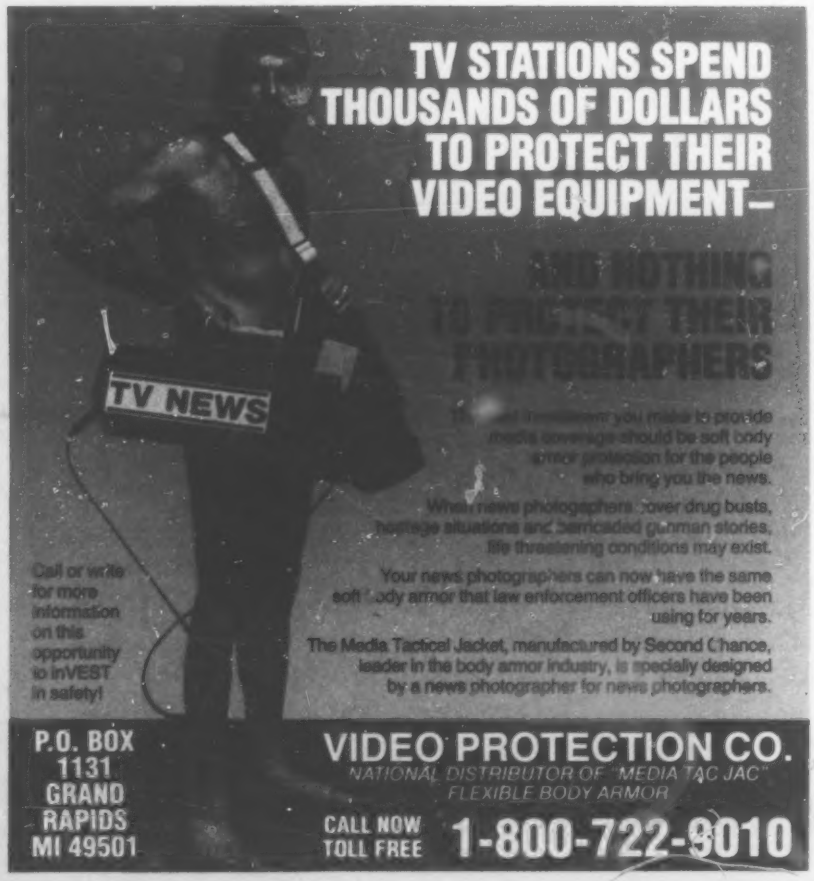
FCC's nine-day "window" for LPTV applications closed June 24, but not before nearly 1,000 were received. Initial processing is expected to be completed by end of September.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process with latest batch.

Mergers

■ Malrite Communications Group announced Aug. 15 that it had received buyout offer from management group led by chairman and majority stockholder Milton Maltz. Offer was $10.25 per share in cash for approximately 13.7 million shares of common and class A stock. Malrite, operator of 11 radio and six television stations, announced Aug. 30 that shareholder group had filed lawsuit seeking to block buyout and asking for damages. Kidder, Peabody & Co. has been retained as financial advisor for special independent committee.

Continues on page 91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Tops in popularity

AC continues to lead list of radio's most used formats in top 50 markets, followed by CHR, AOR and country

The adult contemporary (AC) format, comprising the wide spectrum of "soft" and rock music, has once again maintained its stronghold as the most popular choice of programing among the top 10 stations in the top 50 markets. The finding was one of several determined by BROADCASTING's annual ratings survey based on Arbitron spring metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m.-midnight) from March 31 through June 22.

Contemporary hit radio maintained its second-place position from last year's survey, with third place format album-oriented rock (AOR) and "classic rock" following closely behind. The next leading category was country, followed by easy listening and urban contemporary. The overall results mirrored last year's survey with slight variation.

Contemporary hit radio took the first-place spot in three of the top 10 markets: WHTZ(FM) New York, KPWR(FM) Los Angeles and WXKS-FM Boston. Urban contemporary also was the programing format at number one stations in three top 10 markets: WGCI-FM Chicago, WUSL(FM) Philadelphia and KMJQ(FM) Houston-Galveston. The AC format led in only one of the top 10 markets, eighth-ranked Dallas-Fort Worth, at KVIL-AM-FM.

AOR placed high in several of the top 50 markets, including a three-way contest between KBPI(FM), KAZY(FM) and KBCO-AM-FM in the 24th ranked Denver-Boulder market. The growing classic rock format accounted for one-fifth of the total AOR stations in the survey.

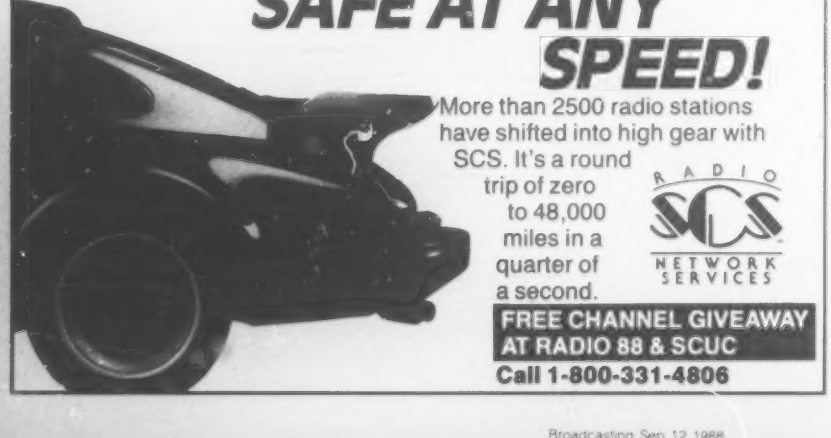
Country grabbed the top spot in the ninth market, Washington, with WMZQ-AM-FM. The category also maintained its traditional stance as a strong format in markets 26 to 50 (in 35th-ranked San Antonio, Tex., four country stations—KITY[FM], KCYY[FM], KBUC-FM and KAJA[FM]—made the top 10).

Easy listening placed high within several markets, ranking number one in five of them: KDUO(FM) Riverside-San Bernardino, Calif.; KCTC(FM) Sacramento, Calif.; WLYF(FM) Miami-Ft. Lauderdale-Hollywood; WLIF(FM) Baltimore, and WHIO-FM Dayton, Ohio.

Ratings data used in the survey is supplied by Arbitron and is copyrighted by the ratings service. The information may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service. The format listings below generally reflect the spring 1988 rating period and were compiled from various sources.

Following are the top 10 stations in the top 50 markets. The Birmingham, Ala., market listing, which was included in last year's BROADCASTING roundup, has been replaced this year by Orlando, Fla.

Station	*Format*	*Persons*
1. New York		
1. WHTZ(FM)	contemp. hit	158,800
2. WPAT-AM-FM	easy listening	147,800
3. WRKS(FM)	urban contemp.	121,700
4. WOR(AM)	talk	120,900
5. WLTW(FM)	soft contemp.	119,700
6. WWPR(FM)	contemp. hit	112,000
7. WCBS-FM	oldies	111,000
8. WQHT(FM)	contemp. hit	109,300
9. WBLS(FM)	urban contemp.	107,500
10. WINS(AM)	news	105,500
2. Los Angeles		
1. KPWR(FM)	contemp. hit	122,100
2. KIIS-AM-FM	contemp. hit	106,200
3. KABC(AM)	talk	101,500
4. KOST(FM)	soft contemp.	74,900
5. KLOS(FM)	AOR	69,900
6. KTNQ(AM)	Spanish	68,600
7. KJOI(FM)	easy listening	68,300
8. KRTH-FM	adult contemp.	60,600
9. KROQ-FM	AOR	55,800
10. KBIG(FM)	soft contemp.	55,500
3. Chicago		
1. WGCI-FM	urban contemp.	109,600
2. WGN(AM)	MOR/talk	106,500
3. WBBM(AM)	all-news	68,100
4. WLUP-FM	adult rock	59,800
5. WXEZ-FM	easy listening	57,000
6. WCKG(FM)	classic rock	52,700
7. WLAK(FM)	soft contemp.	48,200
8. WBBM-FM	contemp. hit	44,300
9. WJMK(FM)	oldies	43,800
10. WYTZ(FM)	contemp. hit	41,800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Station	Format	Persons
4. San Francisco		
1. KGO(AM)	news/talk	71,400
2. KABL-AM-FM	easy listening	52,600
3. KMEL(FM)	contemp. hit	48,000
4. KCBS(AM)	news/talk	45,600
5. KOIT-AM-FM	soft contemp.	37,900
6. KSOL(FM)	urban contemp.	31,600
7. KIOI(FM)	adult contemp.	30,500
8. KNBR(AM)	adult contemp.	30,200
9. KSAN-FM	country	24,500
10. KRQR(FM)	AOR	24,200
5. Philadelphia		
1. WUSL(FM)	urban contemp.	63,600
2. WMMR(FM)	AOR	60,800
3. WEGX(FM)	contemp. hit	54,000
4. KYW(AM)	all news	53,600
5. WPEN(AM)	nostalgia	48,600
6. WEAZ(FM)	easy listening	47,300
7. WKSZ(FM)	soft contemp.	42,400
8. WYSP(FM)	AOR	37,600
9. WWDB(FM)	talk	33,800
10. WXTU(FM)	country	33,000
6. Detroit		
1. WJR(AM)	MOR/news/talk	69,800
2. WJLB(FM)	contemp. hit	52,500
3. WJOI(FM)	easy listening	38,100
4. WLLZ(FM)	AOR	32,300
5. WHYT(FM)	contemp. hit	30,500
6. CKLW(AM)	MOR	30,300
6. WCZY-FM	contemp. hit	30,300
8. WWJ(AM)	all-news	28,400
9. WWWW(FM)	country	27,100
10. WNIC-FM	adult contemp.	25,700
7. Boston		
1. WXKS-FM	contemp. hit	50,400
2. WRKO(AM)	talk	45,100
3. WBZ(AM)	adult contemp.	38,700
4. WBCN(FM)	AOR	38,500
5. WZOU(FM)	contemp. hit	33,800
6. WJIB(FM)	easy listening	28,400
7. WODS(FM)	oldies	26,300
8. WHDH(AM)	adult contemp.	25,500
9. WSSH-FM	soft contemp.	24,900
10. WEEI(AM)	all-news	24,700
8. Dallas-Ft. Worth		
1. KVIL-AM-FM	adult contemp.	51,300
2. KKDA-FM	urban contemp.	41,200
3. KPLX(FM)	country	36,100
4. WBAP(AM)	country	34,700
5. KSCS(FM)	country	31,800
6. KHYI(FM)	contemp. hit	27,200
6. KMEZ-AM-FM	easy listening	27,200
8. KEGL(FM)	contemp. hit	25,500
9. KRLD(AM)	all-news	25,400
10. KTXQ(FM)	AOR	20,400
9. Washington		
1. WMZQ-AM-FM	country	39,200
2. WGAY-FM	easy listening	35,200
3. WKYS(FM)	urban contemp.	34,200
4. WPGC-AM-FM	contemp. hit	30,800
5. WHUR-FM	urban contemp.	28,500
6. WMAL(AM)	variety	28,400
7. WWDC-FM	AOR	27,600
8. WAVA(FM)	contemp. hit	25,900
9. WCXR-FM	adult contemp.	21,200
10. WRQX(FM)	contemp. hit	20,400
10. Houston-Galveston		
1. KMJQ(FM)	urban contemp.	47,300
2. KRBE-FM	contemp. hit	45,100
3. KIKK-FM	country	43,700
4. KKBQ-AM-FM	contemp. hit	36,300
5. KILT-FM	country	36,200
6. KTRH(AM)	all-news	33,200
7. KLOL(FM)	AOR	31,800
8. KODA(FM)	easy listening	27,700
9. KFMK(FM)	adult contemp.	20,500
10. KZFX(FM)	classic rock	20,100
11. Miami-Ft. Lauderdale-Hollywood		
1. WLYF(FM)	easy listening	43,900
2. WEDR(FM)	urban contemp.	29,500
3. WQBA(AM)	Spanish	24,100
4. WPOW(FM)	contemp. hit	23,000
5. WHYI-FM	contemp. hit	21,700
6. WMXJ(FM)	classic oldies	21,300
7. WJQY(FM)	soft contemp.	20,100
8. WGTR(FM)	AOR	19,900
9. WCMQ-FM	Spanish	18,600
9. WINZ(AM)	all-news	18,600
12. Nassau-Suffolk, N.Y.		
1. WALK-AM-FM	adult contemp.	25,400
2. WHTZ(FM)	contemp. hit	24,100
3. WBAB-FM	contemp. hit	22,400
4. WBLI(FM)	contemp. hit	21,700
5. WXRK(FM)	classic rock	17,500
6. WCBS-FM	oldies	16,600
7. WOR(AM)	talk	16,200
8. WNEW-FM	AOR	15,500
9. WQHT(FM)	contemp. hit	14,200
10. WLTW(FM)	soft contemp.	13,500
13. Atlanta		
1. WVEE(FM)	urban contemp.	37,900
2. WKLS-FM	AOR	36,800
3. WSB-FM	adult contemp.	29,700
4. WPCH(FM)	easy listening	29,400
5. WSB(AM)	adult contemp.	27,500
6. WKHX-FM	country	24,800
7. WZGC(FM)	contemp. hit	23,900
8. WAPW(FM)	contemp. hit	21,600
9. WQXI-FM	contemp. hit	20,000
9. WYAY(FM)	country	20,000
14. Seattle-Tacoma		
1. KIRO(AM)	news/talk	33,800
2. KUBE(FM)	contemp. hit	25,500
3. KPLZ(FM)	contemp. hit	25,000
4. KMPS-AM-FM	country	17,400
5. KISW(FM)	AOR	15,400
6. KOMO(AM)	adult contemp.	15,300
7. KXRX(FM)	AOR	13,800
8. KIXI(AM)	MOR	13,400
9. KBRD(FM)	easy listening	12,200
10. KBSG(FM)	adult contemp.	10,700
15. St. Louis		
1. KMOX(AM)	talk/sports	90,600
2. KSHE(FM)	adult contemp.	34,500
3. KMJM(FM)	urban contemp.	23,400
4. WIL-FM	country	22,500
5. KEZK(FM)	easy listening	21,700
6. KSD-FM	classic rock	19,300
7. KHTR(FM)	contemp. hit	17,300
8. KYKY(FM)	adult contemp.	14,400
9. KRJY(FM)	adult contemp.	13,400
10. WKBQ(FM)	contemp. hit	11,700
16. Pittsburgh		
1. KDKA(AM)	MOR/talk	56,500
2. WBZZ(FM)	contemp. hit	37,600
3. WSHH(FM)	easy listening	27,000
4. WMYG(FM)	classic rock	23,500
5. WAMO-FM	urban contemp.	22,700
6. WDVE(FM)	AOR	19,800
6. WWSW-FM	oldies	19,800
8. WTAE(AM)	news/talk	14,700
9. WJAS(AM)	nostalgia	14,000
10. WHTX(FM)	adult contemp.	13,800
17. Baltimore		
1. WLIF(FM)	easy listening	33,700
2. WBAL(AM)	talk	32,300
3. WBSB(FM)	contemp. hit	26,600
4. WXYV(FM)	urban contemp.	24,800
5. WWMX(FM)	adult contemp.	19,500
6. WPOC(FM)	country	17,900
7. WIYY(FM)	AOR	17,000
8. WFBR(AM)	talk	14,300
8. WQSR(FM)	oldies	14,300
10. WGHT(FM)	contemp. hit	10,900
18. Minneapolis-St. Paul		
1. WCCO(AM)	news/information	55,100
2. KQRS-AM-FM	AOR	38,500
3. WLOL-FM	contemp. hit	31,100
4. KSTP-FM	adult contemp.	29,900
5. KEEY-FM	country	20,400
6. WLTE(FM)	soft contemp.	19,100
7. KJJO-FM	AOR	17,500
8. KDWB-FM	contemp. hit	15,700
9. WAYL-FM	adult contemp.	15,400
10. KTCZ-FM	AOR	14,400
19. San Diego		
1. KGB-FM	AOR	27,900
2. KKLQ-FM	contemp. hit	25,200
3. KSDO(AM)	news/talk	22,600
4. KFMB(AM)	adult contemp.	21,700
5. KJQY(FM)	easy listening	21,000
6. KFMB-FM	contemp. hit	18,800
7. XTRA-FM	AOR	16,200
8. KPOP(AM)	MOR	15,200
9. KSON-FM	country	11,600
10. KCBQ-AM-FM	oldies	11,300

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Station	Format	Persons
20. Anaheim-Santa Ana, Calif.		
1. KIIS-AM-FM	contemp. hit	21,000
2. KPWR(FM)	contemp. hit	19,000
3. KABC(AM)	talk	16,900
4. KROQ-FM	AOR	15,700
5. KOST(FM)	soft contemp.	15,400
6. KJOI(FM)	easy listening	15,000
7. KMPC(AM)	MOR	13,800
8. KRTH-FM	oldies	13,000
9. KLOS(FM)	AOR	12,100
10. KBIG(FM)	soft contemp.	10,900
21. Cleveland		
1. WMMS(FM)	contemp. hit	31,100
2. WQAL(FM)	easy listening	27,600
3. WMJI-AM-FM	adult contemp.	27,300
4. WWWE(AM)	news/talk	25,400
5. WLTF(FM)	soft contemp.	22,900
6. WZAK(FM)	urban contemp.	21,700
7. WNCX(FM)	classic rock	19,300
8. WGAR-FM	country	17,100
9. WDOK(FM)	soft contemp.	14,700
10. WNWV(FM)	soft contemp.	10,900
22. Tampa-St. Petersburg-Clearwater, Fla.		
1. WRBQ-AM-FM	contemp. hit	50,500
2. WWBA(FM)	easy listening	28,500
3. WQYK-FM	country	23,300
4. WYNF(FM)	AOR	20,600
5. WUSA(FM)	adult contemp.	17,600
6. WFLA(AM)	news/talk	17,400
7. WFLZ(FM)	adult contemp.	13,500
8. WNLT(FM)	soft contemp.	11,800
9. WKRL(FM)	classic rock	11,700
10. WSUN(AM)	country	10,800
23. Phoenix		
1. KNIX-AM-FM	country	36,200
2. KTAR(AM)	news/talk	29,500
3. KMEO-AM-FM	easy listening	26,600
4. KZZP-FM	contemp. hit	26,500
5. KUPD-FM	AOR	19,500
6. KSLX(FM)	oldies	12,500
7. KKLT(FM)	soft contemp.	12,300
8. KDKB-FM	AOR	12,100
8. KFYI(AM)	news/talk	12,100
10. KOOL-FM	oldies	11,400
24. Denver-Boulder		
1. KRXY-AM-FM	contemp. hit	22,000
2. KOSI(FM)	soft contemp.	19,800
3. KXKL-FM	oldies	19,100
4. KOA(AM)	news/talk	16,100
5. KBPI(FM)	AOR	17,000
6. KAZY(FM)	AOR	16,400
6. KBCO-AM-FM	AOR	16,400
8. KYGO(FM)	country	16,200
9. KMJI(FM)	soft contemp.	15,600
10. KOAQ(FM)	adult contemp.	9,800
25. Portland, Ore.		
1. KKRZ-FM	contemp. hit	18,200
2. KKCW(FM)	adult contemp.	14,400
3. KXL(AM)	news/talk	13,900
4. KINK(FM)	adult contemp.	13,000
5. KEX(AM)	adult contemp.	12,700
6. KUPL-FM	country	11,400
7. KXYQ(FM)	contemp. hits	11,200
8. KMJK-FM	classic rock	10,500
9. KGON(FM)	AOR	10,000
10. KXL-FM	easy listening	9,900
25. Milwaukee-Racine		
1. WTMJ(AM)	adult contemp.	32,000
2. WKTI(FM)	contemp. hits	24,000
3. WKLH(FM)	adult contemp.	20,900
4. WMIL(FM)	country	19,500
5. WLZR-AM-FM	AOR	17,200
6. WLUM-FM	urban contemp.	16,400
7. WEZW(FM)	easy listening	15,200
8. WOKY(AM)	MOR	14,100
9. WLTQ(FM)	soft contemp.	13,300
10. WQFM(FM)	AOR	9,100
27. Kansas City, Mo.		
1. WDAF(AM)	country	27,800
2. KYYS(FM)	AOR	19,600
3. KFKF-AM-FM	country	17,100
4. KBEQ(FM)	contemp. hits	17,000
5. KMBZ(AM)	news/information	14,400
6. KPRS(FM)	urban contemp.	12,800
7. KCPW(FM)	urban contemp.	12,400
8. KCMO(AM)	talk	11,900
9. KMBR(FM)	easy listening	11,600
10. KCFX(FM)	AOR	11,400
28. Providence-Warwick-Pawtucket, R.I.		
1. WPRO-FM	adult contemp.	39,100
2. WLKW-FM	easy listening	28,800
3. WHJY(FM)	AOR	16,400
4. WHJJ(AM)	news/talk	14,700
5. WSNE(FM)	adult contemp.	12,500
6. WWLI(FM)	soft contemp.	11,400
7. WPRO(AM)	adult contemp.	10,200
8. WODS(FM)	oldies	6,300
9. WBRU(FM)	AOR	5,200
10. WHIM(AM)	country	5,000
29. San Jose, Calif.		
1. KGO(AM)	news/talk	15,000
2. KBAY(FM)	easy listening	13,100
3. KHQT(FM)	contemp. hit	11,700
4. KWSS(FM)	contemp. hit	9,500
5. KCBS(AM)	news/talk	9,000
6. KOME(FM)	AOR	7,300
7. KMEL(FM)	contemp. hit	6,900
7. KSAN-FM	country	6,900
9. KOIT-AM-FM	adult contemp.	6,200
10. KSJO(FM)	AOR	6,100
30. Cincinnati		
1. WEBN(FM)	AOR	26,100
2. WLW(AM)	adult contemp.	23,600
3. WKRQ(FM)	contemp. hit	19,000
4. WWEZ(FM)	easy listening	14,400
5. WKRC(AM)	adult contemp.	13,300
6. WUBE(FM)	country	11,000
7. WCKY(AM)	news/talk	9,200
8. WWNK-FM	adult contemp.	8,800
9. WRRM(FM)	adult contemp.	7,600
10. WBVE(FM)	country	6,500
31. Sacramento, Calif.		
1. KCTC(FM)	easy listening	16,400
2. KFBK(AM)	news/talk	14,700
3. KZAP(FM)	AOR	13,700
4. KXOA-FM	adult contemp.	12,900
5. KSFM(FM)	contemp. hit	11,700
6. KRXQ(FM)	AOR	11,000
7. KRAK-FM	country	10,300
8. KROY(FM)	contemp. hit	10,100
9. KWOD(FM)	contemp. hit	8,700
10. KHYL(FM)	adult contemp.	7,800
32. New Orleans		
1. WQUE-AM-FM	contemp. hit	29,400
2. WEZB(FM)	contemp. hit	21,100
3. WYLD-FM	urban contemp.	15,000
4. WLMG(FM)	adult contemp.	12,000
5. WWL(AM)	news/talk/country	11,900
6. WBYU(FM)	easy listening	11,700
6. WLTS(FM)	adult contemp.	11,700
8. WCKW-FM	classic rock	8,700
9. WRNO-FM	contemp. hit	8,200
10. WSMB(AM)	talk	8,200
33. Norfolk-Virginia Beach-Newport News, Va.		
1. WNOR-AM-FM	AOR	20,300
2. WFOG(FM)	easy listening	16,800
3. WCMS-AM-FM	country	15,000
4. WNVZ(FM)	contemp. hit	12,500
5. WGH-FM	contemp. hit	12,200
6. WOWI(FM)	urban contemp.	11,700
7. WLTY(FM)	adult contemp.	11,200
8. WMYK(FM)	urban contemp.	9,300
8. WWDE-FM	adult contemp.	9,300
10. WJQI-AM-FM	adult contemp.	7,700
34. Columbus, Ohio		
1. WSNY(FM)	adult contemp.	20,600
2. WNCI(FM)	adult contemp.	19,500
3. WTVN(AM)	adult contemp.	17,300
4. WBNS-FM	easy listening	15,700
5. WLVQ(FM)	AOR	13,500
6. WXGT(FM)	contemp. hit	11,600
7. WMGG(FM)	classic rock	10,100
8. WHOK(FM)	country	9,000
9. WCOL(AM)	MOR	5,100
10. WMNI(AM)	country	4,700
35. San Antonio, Tex.		
1. KITY(FM)	country	17,700
2. KQXT(FM)	easy listening	16,700
3. KCOR(AM)	Spanish	16,300
4. KTFM(FM)	adult contemp.	15,500
5. KCYY(FM)	country	15,000
6. KISS(FM)	AOR	13,500
7. KMMX(FM)	adult contemp.	9,600
8. WOAI(AM)	news/talk	9,000
9. KBUC-FM	country	8,600
10. KAJA(FM)	country	8,500
36. Indianapolis		
1. WFBQ(FM)	AOR	24,300
2. WIBC(AM)	MOR	21,400
3. WZPL(FM)	adult contemp.	19,900
4. WFMS(FM)	country	16,900
5. WXTZ(FM)	easy listening	14,100
6. WENS(FM)	adult contemp.	13,800
7. WTLC(FM)	urban contemp.	12,600
8. WTPI(FM)	adult contemp.	7,200
9. WKLR(FM)	classic oldies	7,100
10. WTUX(AM)	MOR	3,900
37. Salt Lake City-Ogden-Provo, Utah		
1. KISN(FM)	adult contemp.	16,400
2. KCPX-FM	contemp. hit	14,400
3. KKAT(FM)	country	14,000
4. KRSP-FM	AOR	13,700
5. KSFI(FM)	easy listening	12,300
6. KSL(AM)	adult contemp.	11,100
7. KSOP-AM-FM	country	9,500
8. KMGR-FM	adult contemp.	6,200
9. KLCY-FM	adult contemp.	5,500
10. KTKK(AM)	talk	4,400
38. Buffalo-Niagara Falls, N.Y.		
1. WKSE(FM)	contemp. hit	18,000
2. WBUF(FM)	adult contemp.	16,300
3. WHTT-FM	classic hits	15,300
4. WBEN(AM)	adult contemp.	14,900
5. WYRK(FM)	country	13,600
6. WJYE(FM)	easy listening	11,600
7. WBLK-FM	urban contemp.	11,100
8. WMJQ(FM)	contemp. hit	10,100
9. WECK(AM)	nostalgia	8,800
10. WPHD-FM	AOR	8,200
39. Riverside-San Bernardino, Calif.		
1. KDUO(FM)	easy listening	13,500
2. KGGI(FM)	contemp. hit	10,500
3. KIIS-AM-FM	contemp. hit	10,200
4. KRTH-FM	oldies	9,100
5. KLOS(FM)	AOR	8,500
6. KCAL-FM	AOR	7,600
7. KCKC(AM)	country	7,200
8. KOST(FM)	adult contemp.	6,800
9. KFI(AM)	adult contemp.	5,300
10. KNX(AM)	news	5,300
40. Hartford-New Britain-Middletown, Conn.		
1. WTIC(AM)	MOR	30,000
2. WTIC-FM	contemp. hit	21,800
3. WRCH-FM	easy listening	18,500

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Station	Format	Persons
4. WHCN(FM)	AOR	11,000
5. WDRC-FM	oldies	10,900
6. WIOF(FM)	adult contemp.	9,100
7. WKSS(FM)	contemp. hit	8,800
8. WCCC-AM-FM	AOR	5,800
9. WRCQ(AM)	MOR	3,900
10. WDRC(AM)	oldies	3,200
10. WWYZ(FM)	adult contemp.	3,200
41. Charlotte-Gastonia-Rock Hill, N.C.		
1. WSOC-FM	country	19,900
2. WCKZ(FM)	urban contemp.	14,400
3. WRFX(FM)	AOR	12,400
4. WPEG(FM)	urban contemp.	12,000
5. WBT(AM)	adult contemp.	9,700
6. WEZC(FM)	adult contemp.	9,000
7. WBCY(FM)	contemp. hit	8,500
7. WLVK(FM)	country	8,500
9. WWMG(FM)	adult contemp.	8,400
10. WROQ-FM	contemp. hit	7,500
42. Memphis		
1. WMC-FM	adult contemp.	18,800
2. WHRK(FM)	urban contemp.	17,400
3. WGKX(FM)	country	14,500
4. KRNB(FM)	urban contemp.	13,800
5. WRVR-FM	adult contemp.	10,500
6. WLOK(AM)	gospel	9,200
7. WDIA(AM)	urban contemp.	7,600
8. WEGR(FM)	AOR	7,200
9. WEZI(FM)	adult contemp.	6,400
10. WHBQ(AM)	news/talk	4,700
43. Rochester, N.Y.		
1. WCMF(FM)	AOR	22,300
2. WPXY-AM-FM	contemp. hit	18,700
3. WBEE-FM	country	15,800
4. WHAM(AM)	adult contemp.	14,900
5. WVOR-FM	adult contemp.	13,400
6. WZSH(FM)	easy listening	9,000
7. WEZO(FM)	easy listening	8,500
8. WKLX(FM)	classic oldies	5,600
9. WDKX(FM)	urban contemp.	5,500
10. WNYR(AM)	MOR	4,100
44. Oklahoma City		
1. KXXY-FM	country	18,100
2. KJYO(FM)	contemp. hit	17,200
3. KATT-FM	AOR	13,500
4. KPRW(AM)	urban contemp.	9,800
5. KTOK(AM)	talk	8,800
6. KEBC(FM)	country	8,400
7. KMGL(FM)	adult contemp.	7,900
8. KRXO(FM)	classic rock	7,800
9. KKNG(FM)	easy listening	6,700
10. KZBS(FM)	adult contemp.	6,600
45. Monmouth-Ocean counties, N.J.		
1. WOR(AM)	talk	11,000
2. WPAT-AM-FM	easy listening	10,800
3. WADB(FM)	easy listening	10,000
4. WHTZ(FM)	contemp. hit	8,700
5. WXRK(FM)	AOR	8,100
6. WOBM-FM	adult contemp.	7,900
7. WWPR(FM)	contemp. hit	7,100
8. WNEW-FM	AOR	6,200
9. WJLK-FM	contemp. hit	5,400
10. WABC(AM)	talk	5,100
46. Dayton, Ohio		
1. WHIO-FM	easy listening	15,700
2. WTUE(FM)	AOR	15,700
3. WGTZ(FM)	contemp. hit	12,500
4. WHIO(AM)	MOR	11,900
5. WONE(AM)	country	7,200
6. WLW(AM)	news/talk	7,000
7. WWSN(FM)	adult contemp.	6,600
8. WYMJ-FM	adult contemp.	5,400
9. WBLZ(FM)	urban contemp.	5,200
10. WVUD-FM	adult contemp.	4,500
47. Louisville, Ky.		
1. WAMZ(FM)	country	20,300
2. WHAS(AM)	adult contemp.	19,500
3. WDJX(FM)	contemp. hit	13,800
4. WQMF(FM)	AOR	11,200
5. WVEZ(FM)	adult contemp.	8,700
6. WRKA(FM)	adult contemp.	8,300
7. WJYL(FM)	adult contemp.	7,500
8. WLRS(FM)	AOR	7,300
9. WAVG(AM)	adult contemp.	5,600
10. WLOU(AM)	urban contemp.	4,100
48. Nashville		
1. WYHY(FM)	contemp. hit	16,400
2. WSIX-FM	country	13,400
3. WSM-FM	country	12,500
4. WKDF(FM)	AOR	11,300
5. WZEZ(FM)	easy listening	9,200
6. WLAC-FM	adult contemp.	8,500
7. WQQK(FM)	urban contemp.	8,300
8. WGFX(FM)	classic rock	8,100
9. WSM(AM)	country	7,500
10. WRMX(FM)	adult contemp.	6,000
49. Orlando, Fla.		
1. WWKA(FM)	country	12,900
2. WSTF(FM)	adult contemp.	12,500
3. WDBO(AM)	adult contemp.	10,300
4. WOCL(FM)	adult contemp.	10,100
5. WDIZ(FM)	AOR	9,500
6. WSSP(FM)	easy listening	9,100
7. WJHM(FM)	urban contemp.	9,000
8. WBJW-AM-FM	contemp. hit	8,700
9. WCAT-FM	contemp. hit	6,000
10. WJYO(FM)	adult contemp.	5,500
50. Greensboro-Winston Salem-High Point, N.C.		
1. WTQR(FM)	country	21,500
2. WKRR(FM)	AOR	16,400
3. WKZL(FM)	contemp. hit	8,700
4. WMAG(FM)	adult contemp.	8,300
5. WOJY(FM)	adult contemp.	6,400
6. WBIG(FM)	country	6,200
7. WQMG(FM)	urban contemp.	5,700
8. WKSI(FM)	contemp. hit	5,600
8. WSJS(AM)	MOR	5,600
10. WAAA(AM)	blues/gospel/jazz	3,100

Riding & Goin

It's reel

The Seattle-based Broadcast Programing Inc. has acquired Century 21's reel-to-reel tape format division for an undisclosed sum, the third such purchase by the company in the past year. Industry estimates place the price at around $2 million. BPI, a division of Kaye-Smith Enterprises, said the Century 21 acquisition includes more than 200 clients of 10 formats, which boosts BPI's client list to almost 500 stations and its product line to more than 30 formats. Earlier this year, BPI also purchased the reel-to-reel businesses of San Diego-based Peters Productions and Los Angeles-based Radio Arts.

Century 21 said that in the last three years, its reel-to-reel division dropped from 400 to 212 stations. Nevertheless, said Century 21 President Dave Scott, "at 212, it's still a good deal." The primary focuses for Century 21 now will be jingles, CD's, digital tape and music rotation software for computers. BPI will operate from Century 21's Dallas headquarters for several weeks before moving the division to Seattle.

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producer of his daytime talk show *Geraldo* and as executive vice president of ING, in charge of specials and projects in development.

The Emmy Award-winning Berman had worked with Rivera at WABC-TV New York, in the 1970's and later produced some of his network TV specials. Berman had been executive producer with the syndicated Group W magazine show since 1980. □

FNN beefs up coverage

It cuts back sports programing; adds four hours of business news

The Financial News Network announced a major expansion last week, adding four more hours of business news from 8 p.m. to midnight, weekdays, beginning Oct. 31. That relegates FNN's sports service, *Score*, to weekends only, although that service's weekend hours will be expanded to run three additional hours (to 3 a.m.) each night.

David Meister, FNN president, said the prime time expansion will allow FNN to reach a broader and different audience than the one that watches FNN by day. Three new hour segments were announced, and more programs are slated to be added later. FNN's present 6 a.m. to 8 p.m. weekday service will be augmented in the evening by *Money Talks*, a program that will deal with personal money matters. FNN Executive Vice President Mike Wheeler said the show will contain four to six elements, including a call-in portion and a "buyer beware" segment. The other two offerings will be *FNN Focus*, which Wheeler described as a business version of *Nightline* where the day's top story will be examined in depth and a leading industry figure will be interviewed, and *FNN's Business Tonight*, which will recap the day's business news and may include live reports from Tokyo. FNN will use existing stringers plus the resources of UPI to follow stories around the world, Meister said. What time periods the shows will be seen in has not yet been determined, an FNN spokesperson said.

FNN's expansion into prime time has been on its drawing board for some time, Meister said. "In the evening you can pretty much reach everybody," he said. He also said the programing will be a good lead-in to FNN's *Telshop*, which continues its weekend midnight-to-6 a.m. schedule, although its weekend schedule has been cut by six hours because of *Score*.

Meister said FNN would not have gone ahead with its plans if there were not support from the cable operators and the advertising community. Wheeler said he talked with 10 major national advertisers, some who are FNN advertisers, others who were not, and got positive feedback from nine of them on the evening news expansion. FNN believes that between the cable network, its syndicated television program and it radio network due to launch Oct. 3, it will be able to bring in national advertisers more easily in packaged deals. Wheeler said FNN's evening programing will give advertisers looking for high-income homes an alternative to CNN and ESPN, where prime time avails are tight.

The move leaves *Score* with 14 fewer hours per week, and Meister said that would mean better events in a smaller sports hole. "The quality of the event will be enhanced," he said, "because we will eliminate the things that are least appealing." Meister said *Score* and *Telshop* could eventually expand their programing days, but channel capacity stands in the way. When operators rebuild their systems, he said, "it will allow for further expansion of *Score* and *Telshop*." But he also indicated that the amount of sports programing now on television affected the decision. "With the launch of TNT," he said, and the major sports it will seek to carry, "we had to make a hard decision." The bottom line on expansion of either of those two services, he said, would be whether their was adequate viewer, cable operator and advertiser support for more of that programing.

The new evening programing will run initially Monday through Thursday. FNN will expand its Friday hours on Jan. 1. FNN's new studios on both coasts were one key to the expansion, said Meister, but he declined to say how many staff or how much more money FNN would be spending to program the business news expansion. □

NBC wins week 50, CBS wins news

NBC took the 50th week of the 1987-88 season (ended Sept. 4, the 20th week of the summer season) with an 11.6 rating and a 22 share. CBS closed out the week with a 10.8/20, followed by ABC's 9.3/17.

The comparable week a year ago, ended Sept. 6, 1987, was a narrow win by ABC, 11.0/21, over NBC's 10.9/20 and CBS's 10.1/19.

This year's evening news numbers put CBS on top with a 9.8/21 over ABC's 9.4/20 and NBC's 8.8/19.

NBC also took seven of the top 10 programs for the week, with *A Different World* winning the top slot with a 19.2/35, followed by *Cheers* (19.0/33) and *The Cosby Show* (18.5/36). ABC's top show was the Tuesday night telecast of *Full House* (15.6/27), which came in at sixth place. CBS's *Designing Women* (14.8/25) tied for ninth place with its own Tuesday broadcast of part two of *Blood and Orchids*, and ABC's *Who's the Boss?*.

In the book of days, NBC won Wednesday, Thursday and Saturday. CBS took Monday and Sunday. ABC took Tuesday and Friday.

Nielsen		Net	
1.	19.2/35	N	Different World
2.	19.0/33	N	Cheers
3.	18.5/36	N	Cosby Show
4.	18.2/31	N	Night Court
5.	17.0/34	N	Golden Girls
6.	15.6/27	A	Full House, Tuesday
7.	15.3/28	N	L.A. Law
8.	15.2/30	N	Amen
9.	14.8/28	A	Who's the Boss?
10.	14.8/25	C	Designing Women
11.	14.8/25	C	CBS Tuesday Movie
12.	14.7/26	N	ALF
13.	14.4/26	N	Matlock
14.	14.1/28	C	Murder, She Wrote
15.	14.1/29	N	Hunter
16.	13.8/23	C	Kate and Allie
17.	13.6/29	C	60 Minutes
18.	13.3/25	C	CBS Sunday Movie
19.	13.1/23	N	NBC Wednesday Movie
20.	13.0/23	A	Head of the Class
21.	12.8/25	A	Growing Pains
22.	12.7/23	C	CBS Thursday Movie
23.	12.4/21	N	In the Heat of the Night
24.	12.3/26	N	227
25.	12.2/25	A	20/20
26.	12.0/22	C	Magnum, P.I.
27.	11.3/20	A	Hooperman
28.	10.9/22	A	Mr. Belvedere
29.	10.9/19	N	NBC Monday Movie
30.	10.8/20	C	Wiseguy
31.	10.8/18	N	Life on the Flipside
32.	10.7/19	C	Newhart
33.	10.6/19	A	ABC News Closeup
34.	10.6/18	C	Cavanaughs
35.	10.5/20	C	Jake and the Fatman
36.	10.4/18	C	Equalizer
37.	10.3/18	A	Badlands: 2005
38.	10.2/17	A	Moonlighting
39.	10.1/21	A	Full House
40.	9.9/22	N	Facts of Life
41.	9.4/17	A	China Beach
42.	9.2/19	A	ABC Saturday Movie
43.	9.1/18	C	CBS Friday Movie
44.	9.0/18	A	Second Start
45.	8.8/15	A	Slap Maxwell
46.	8.8/17	A	ABC Sunday Movie
47.	8.7/16	C	48 Hours
48.	8.5/15	A	ABC Monday Movie
49.	8.4/18	A	Perfect Strangers
50.	8.4/15	N	Summer Showcase
51.	8.3/18	C	Beauty and the Beast
52.	8.3/17	N	Miami Vice
53.	8.0/16	N	NBC Sunday Movie
54.	7.9/16	N	Blacke's Magic
55.	7.9/17	N	Best of TV Bloopers
56.	7.8/15	N	Funny People
57.	7.7/15	A	MacGyver
58.	7.6/15	N	My Two Dads
59.	7.4/17	C	CBS College Football
60.	7.3/14	N	Whole Lotta Fun
61.	7.2/15	A	Spenser: For Hire
62.	6.9/15	A	Disney Sunday Movie
63.	6.7/14	N	Family Ties
64.	6.6/12	A	Half and Half
65.	6.4/11	A	ABC Thursday Movie
66.	5.6/10	C	CBS Summer Playhouse
67.	4.3/10	C	First Impressions
68.	4.1/9	C	Frank's Place

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